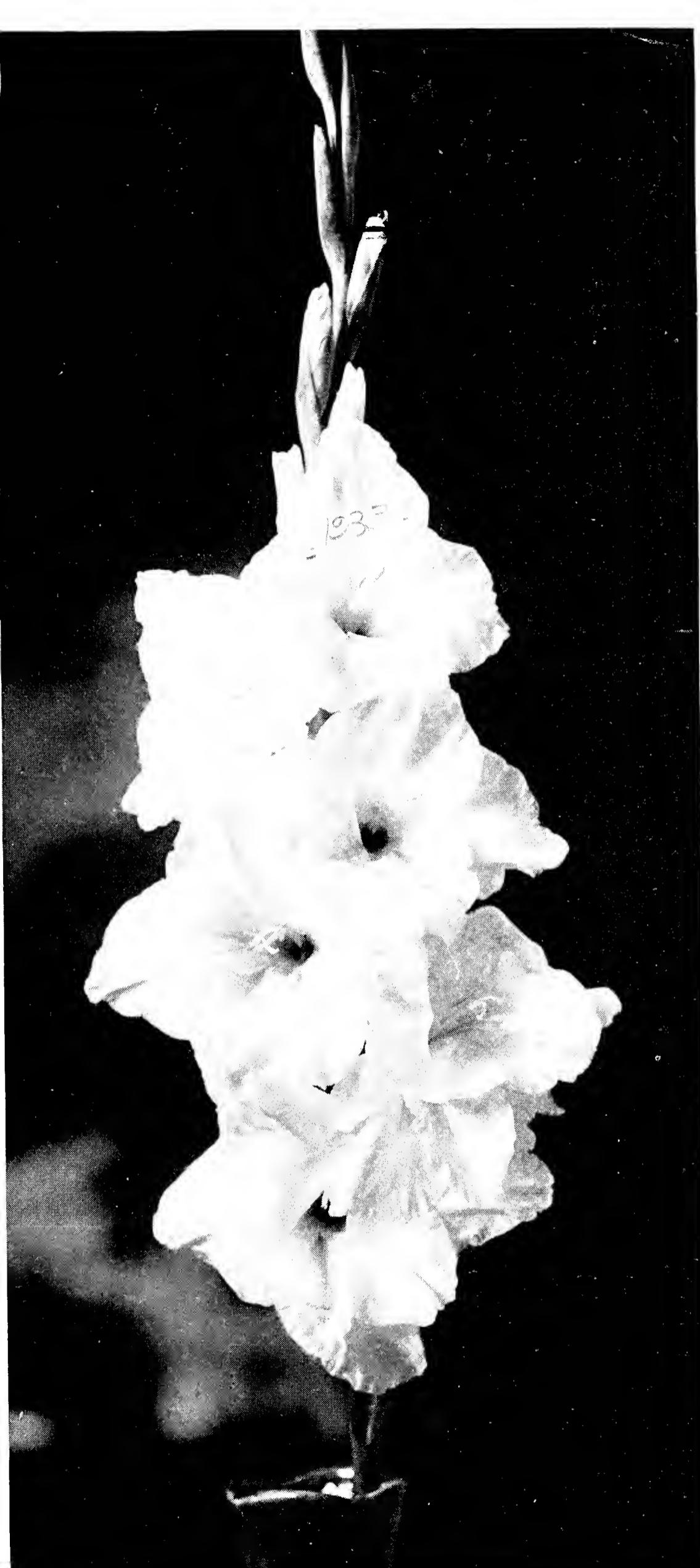


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SOLVEIG

The World's Premier White Gladiolus

Offered by

COLONIAL GARDENS

RUSHFORD, MINNESOTA

(Succeeding Decorah Gladiolus Gardens, Decorah, Iowa.)

SOLVEIG

as an Exhibition Flower

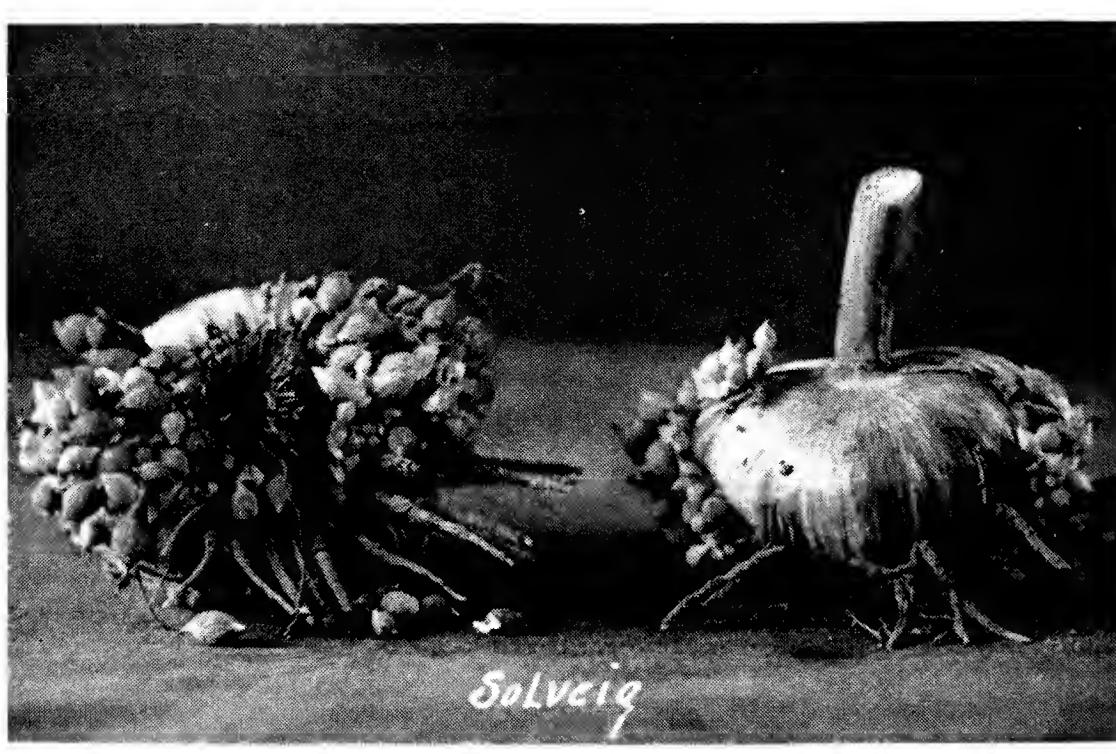
On the show table SOLVEIG is supreme. It will make a spike the equal in size of any other variety. But, unlike most of our giant glads, it has extremely heavy substance — probably the heaviest ever produced in a glad. As a result, there is not the least suggestion of "floppiness" about its wide-open, six-inch florets.

Some of our giant glads may appear coarse in texture, but never SOLVEIG, which has a remarkably fine finish. Its beautifully ruffled white florets, with their tiny rose mark in the throat, remind one of nothing so much as heavy white velvet. For all its purity of color, SOLVEIG is not a cold white, but has a texture that is warm and lustrous.

Placement is also ideal: florets are never crowded and are set close to the stem, which is stiff and wiry and always comes straight. The florets are so wide-open as to appear almost flat — a feature which was much commented upon at the Cleveland show.

Not only is SOLVEIG outstanding for its beauty, but it is a very distinctive flower, resembling no other white glad. As one of the judges at Cleveland remarked, "There is nothing else like it. It is a flower of remarkable individuality." Others at Cleveland went so far as to tell us that they thought it was the finest gladiolus thus far produced.

There can be no question that SOLVEIG greatly surpasses all other white glads now in commerce and that it will probably remain for a long time to come "the world's premier white gladiolus."



SOLVEIG AS A PROPAGATOR

For a complete discussion of this feature, see page 6 of this folder.

SOLVEIG

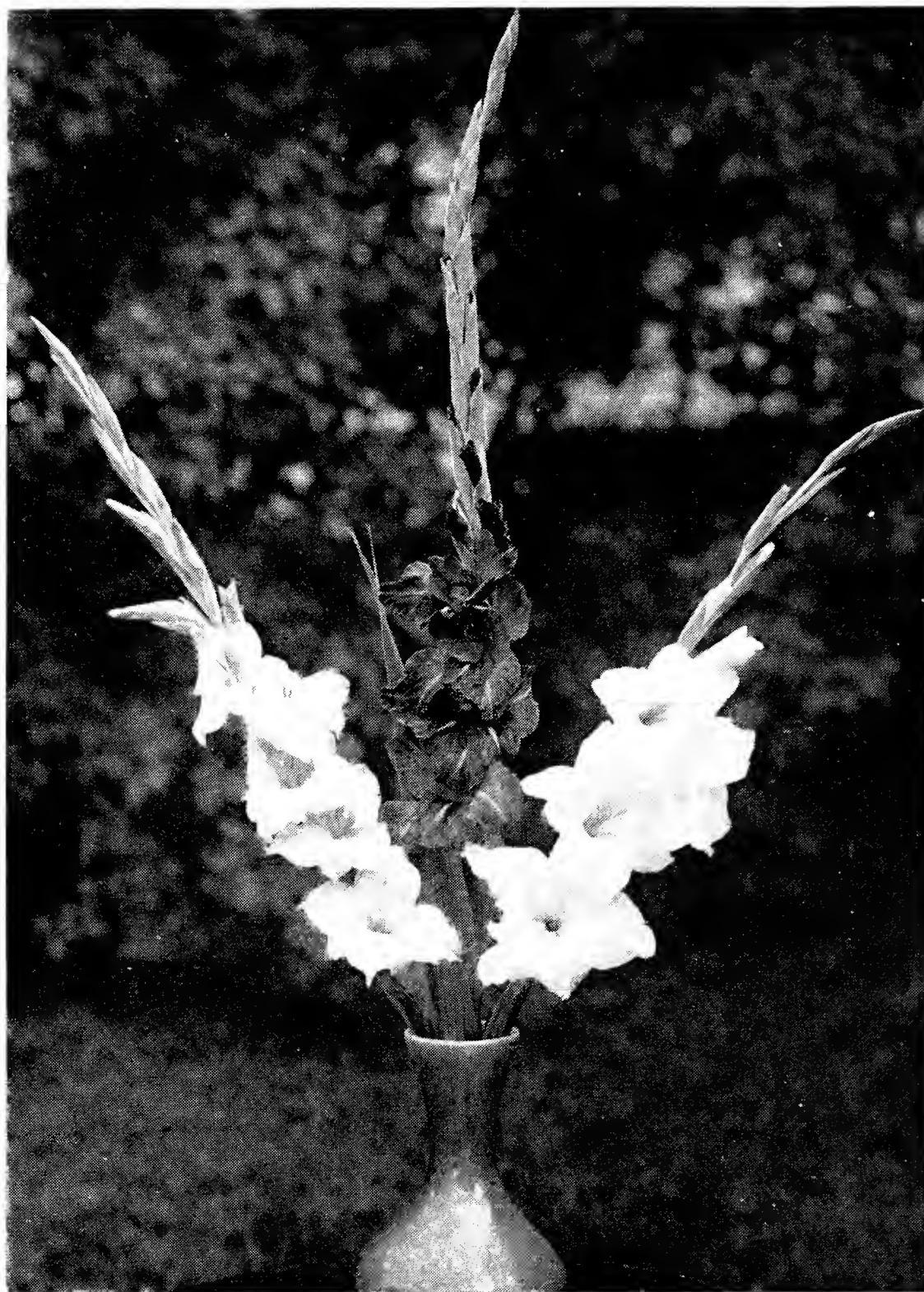
as a Commercial Flower

So many of our fine exhibition glads fall down in one or more respects commercially. They may be "cool-weather glads," and crook, or burn, or come short in hot, dry seasons. They may produce a low percentage of representative bloom. They may handle poorly or be poor propagators. There is likely to be a hitch somewhere. *This is not the case with SOLVEIG.* We do not know of a single respect in which this glad does not qualify as an excellent performer.

The following is an accurate summary of the field and commercial points of this remarkable gladiolus:

1. Spikes invariably come straight under all weather conditions.
2. Placement is excellent.
3. Spikes do not become stubby in dry seasons. (We tested a few bulbs on sandy soil last summer in an unirrigated field, and while the flower heads were below normal size, they retained *a full proportion of length.*)
4. Florets do not droop in extreme heat. When the temperature passed 100° in the shade last summer, SOLVEIG stood in the open field as fresh and wide-open as on a cool morning. 95% of all other glads were drooping badly. No other glad can surpass SOLVEIG in heat-resistance.
5. Stem is wiry and stands up well in the field.
6. Habit of foliage permits low cutting safely.
7. Handles well as a cut flower, both on account of exceptional substance and on account of buds lying close to the stem.
8. Blooms out well in water.
9. Produces fine blooms from small bulbs.
10. Propagates well.
11. Produces practically 100% cuttable bloom.
12. Color is unusually clear and rich, with a lively, silky sheen.

We cannot emphasize too strongly the fact that SOLVEIG is just as outstanding in reliability as it is beautiful on the show table. The fine height of the plant (about five feet), the long flower heads, heavy substance of florets, wide-open form — all attest an unusual vitality. And a strong constitution is the basis for good performance in a glad.



SHOWING THE PRECOCITY OF SOLVEIG

In the above picture, the spike of SOLVEIG (right) was grown from a "No. 7" bulb, planted in a special seedbed along with our bulblets. The other two spikes are first class specimens of two of our best standard glads, *Mrs. Norton* and *Dr. F. E. Bennett*, both grown from No. 1 bulbs. Note that SOLVEIG makes a fine spike from even a very small bulb. This is an important consideration in a commercial gladiolus.

A Word to the Hybridizer

No one can predict how valuable any given variety may prove as a breeder. All we can say for sure about SOLVEIG is that it produces a plentiful supply of viable pollen, and that it also sets seed. On account of its wonderful substance, fine ruffling, long spike, and generally good habits, it does offer very exceptional *possibilities* to the hybridizer.

Pronunciation: The name SOLVEIG, which is a classic Norse term meaning "Sunny Way", is pronounced with the sound of a long "o" and a long "a": Sōl-vāg.

What OTHERS Say About SOLVEIG

Elmer E. Gove:

"It looks to me by far the best thing that Mr. Prestgard has ever put out, and if it is as good as it looked at Cleveland, it surely is the best white I have ever seen, and I think I have seen all the good ones."

A. J. Anderson:

"When I first saw SOLVEIG blooming in Mr. Prestgard's garden three years ago, I recognized at once its superfine qualities, and knew it would surely make a record for itself. It was a real satisfaction to me when the judges in the seedling division at Cleveland saw it in the same light that I had seen it in three years before."

J. D. Long:

(who had also seen SOLVEIG previously)

"When I first saw SOLVEIG in Mr. Prestgard's garden in Decorah, I considered it very outstanding. After seeing it at Cleveland, I like it even better."

J. Elton Carter:

"SOLVEIG is the outstanding variety of 1931 and other years, not alone in its color class, but also because of its nearness to perfection in so many other features that are dear to the hearts of gladiolus lovers."

G. W. Thacker:

"Along with *Picardy*, it is the finest introduction since *Minuet*.

John H. Lewis:

"There can be no question that SOLVEIG is a world-beater."

J. H. Heberling:

"SOLVEIG won the blue ribbon in competition among the finest collection of seedlings I have ever seen at the National Show . . . I believe I have never seen three spikes exhibited in the same vase showing the perfection of SOLVEIG. I predict for it a great future both as an exhibition flower and as a commercial variety."

G. W. Smith, F. R. H. S.:

(London visitor to the National Show)

"SOLVEIG is wonderful . . . I never expected to see such a flower."

The above are just a few of the many fine comments which have come to us about SOLVEIG, either right at the Cleveland show, or since in correspondence. Probably no other new Glad ever met with a more enthusiastic reception from connoisseur and grower. (Note that two of the above-named experts had observed the performance of SOLVEIG in the field.)

SOLVEIG as a Propagator

Considering the date of origination, we were surprised at the relatively small stock of SOLVEIG which Mr. Prestgard had to turn over to us last spring. Mr. Prestgard explained to us that this was due to accidents sustained in propagation and not to SOLVEIG'S being a poor multiplier. "It is," as he stated, "what you would call a good or fairly good propagator — not like a prim, but not poor."

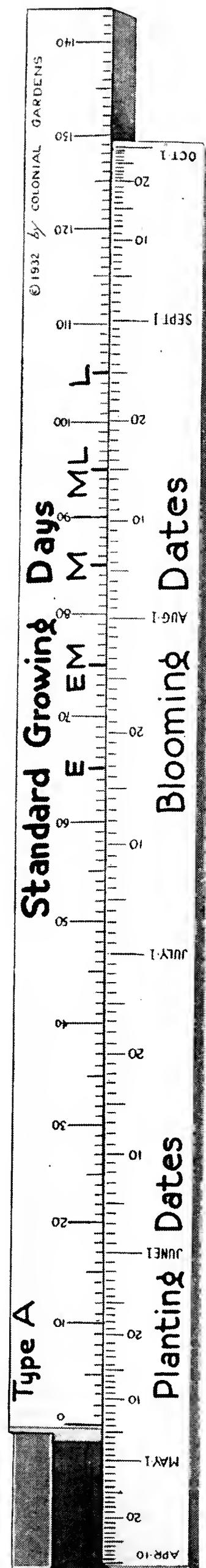
We found, upon digging our crop this fall, that this was putting it too conservatively, for with us SOLVEIG has proved a remarkably good propagator. Ordinary field-grown medium-sized bulbs, unirrigated, averaged over forty bulblets each, which we consider very good for such a large exhibition type of glad.

About the two bulbs pictured in this folder there is a different story. Last spring we planted most of our bulblets and small No. 6's (i.e. "No. 7's") of SOLVEIG in a special seedbed about 4' x 6', and watered it almost daily thruout the summer. We used for this seedbed a sandy loam, fertilized before planting and twice during the summer with Vigoro. It was well mulched with peat moss, and of course the area had full sunshine. In this special seedbed, in addition to the bulblets and "No. 7's", we put in four large and four medium bulbs, just to see what they would do . . . In spite of excellent culture, the old No. 1 bulbs planted here did not produce a single bulblet. A young No. 1 furnished us our greatest surprise. It had divided into two bulbs, both No. 1's and these were just plastered with bulblets. We counted 200 of them and then quit because they were getting too small. The young medium-sized bulbs also proved themselves very prolific, and it is two of these, which we decided to have photographed, that are reproduced in this folder. This picture shows just how good a propagator SOLVEIG can be when given ideal culture.

It might also be worth-while to relate here what the "No. 7's" and the bulblets did in this seedbed. The former produced No. 1's, 2's, or 3's with about half a dozen bulblets apiece. The latter (bulblets) produced No. 6's in most cases with practically no bulblets. It will be seen that SOLVEIG is much like *Marmora* in making but small growth the first year from bulblets, but coming on very strongly after that. Also like *Marmora*, SOLVEIG does not bloom from cormels, at least not in this latitude, tho it does exceptionally well from small bulbs.

In offering young No. 1's, 2's, or 3's of SOLVEIG at \$50.00 each, it will readily be seen that we are offering a better bargain than bulblets would be at \$10. each.

The Finest Glad Bargain of the Season



FORTY FAMOUS GLADS

Plus the Gladiolus Slide Rule
a \$13.00 value for **\$5.00**

Every fan wants to get started with the finest Glads. Here we have assembled a De Luxe Starter Collection, comprising forty of the finest new varieties. We believe that this collection represents the greatest gladiolus bargain that will be offered this spring. Remember that Glads which you will be discarding in a year or two are never cheap. The following varieties are all waxing, not waning in popularity:

1.—Thomas A. Edison (K.) Commander Koehl Roald Amundsen	1	No. 5	\$.40
2.—Red Glory Pride of Portland Orange Wonder Orafame Spirit of St. Louis	1	No. 1	.20
	1	No. 2	.30
	1	No. 1	.25
	1	No. 1	.15
	1	No. 1	.10
3.—Loyalty E. I. Farrington Primate Tobersun Mammoth White	1	No. 2	.25
	1	No. 2	.20
	1	No. 4	.10
	1	No. 4	.20
	5	B.	.25
4.—Margaret Fulton Coronado Dorothy Vernon Decoration	1	No. 1	.50
	1	No. 2	.25
	1	No. 1	.10
	1	No. 4	.15
5.—Mibloom (fragrant) Catherine Coleman Inspiration Betty Nuthall	1	No. 1	.25
	1	No. 1	.10
	1	B.	.50
	1	No. 3	.15
6.—Bleeding Heart Wm. Cuthbertson Salbach's Orchid Miss Joy Yvonne Jane Addams	6	B.	.20
	2	B.	.25
	1	B.	.20
	20	B.	.20
	1	No. 2	.05
	1	No. 3	.10
7.—Lotus Bagdad (often blooms from bulblets) Mary Marie (best striped) Resplendent	1	No. 1	.25
	1	B.	.50
	1	No. 3	.10
	1	No. 3	.15
8.—Mother Machree Purple Queen Buffalo Bill Janet	1	No. 3	.40
	2	No. 2	.10
	1	No. 1	.10
	1	No. 2	.40
9.—Our Selection October Ave Maria La Paloma	1	No. 1	.40
	1	No. 2	.10
	1	No. 4	.20
	1	No. 2	.30
10.—Sultan (better than Red Lory)	1	No. 6	1.00
			<hr/>
		Total	\$10.00
		Plus the Gladiolus Slide Rule	3.00
		TOTAL VALUE	\$13.00

YOURS FOR ONLY \$5.00

SUBSTITUTIONS: You will notice that we have divided these forty famous Glads into ten sets. If there are any of these sets which you do not care for, you may have **one bulblet of Picardy** instead for each set which you omit. But you may not substitute for more than **five** bulblets of *Picardy*. The Colonial Gardens has probably the second largest stock of *Picardy* in America. We secured 100 per cent germination with this variety last year, every bulblet producing a nice bulb and frequently over fifty bulblets apiece. Here is your chance to get started with *Picardy* and other famous Glads for very little money. If you already have the slide rule, just tell us and we will put in a large bulb of *Queen Mary (M)*, *Jessie*, or *Wm. Cuthbertson* instead. Bulbs may run oversize but no extras will be sent with the above collection. On all orders from our catalog you will find us very generous with extras in addition to our giving the Slide Rule with all orders over \$5.

COLONIAL GARDENS
RUSHFORD, MINNESOTA

IF YOU HAVE ALREADY PURCHASED YOUR GLADS FOR THIS SEASON AND DO NOT WISH TO SPEND AS MUCH AS \$5.00 ADDITIONAL, WE WILL ACCEPT YOUR ORDER FOR ONE-HALF OF THE ABOVE COLLECTION. THIS WILL NOT ENTITLE YOU TO THE SLIDE RULE BUT IT WILL STILL BE AN EXCELLENT BARGAIN. ON A HALF-ORDER YOU MAY SELECT ANY FIVE OF THE TEN SETS LISTED ABOVE OR YOU MAY HAVE BULBLETS OF *PICARDY* INSTEAD, BUT NOT MORE THAN TWO BULBLETS OF *PICARDY* WITH EACH \$2.50 ORDER. WE ADVISE EARLY ORDERING. NO COLLECTIONS SUPPLIED AFTER MAY 5.

A Word to the Grower

There is no secret about the way to make money in the glad game: it is entirely a matter of selecting the "coming" varieties, getting in on them as early as possible, and then securing maximum propagation.

In selecting varieties, hindsight is always a lot easier than foresight. It is easy to see now that one should have got in the first year on such things as *Dr. Bennett* or *Minuet*, even at their original prices, but this was not so evident in 1921 or 1925. We don't know of any time, however, when it could have been so easy to exercise foresight as it should be today in the case of *SOLVEIG*. Probably no new glad ever received such uniformly enthusiastic comment from all the experts who have seen it, either on the show table at Cleveland (the only place where it has been exhibited), or growing in the field at Decorah. Here is a glad admitted by connoisseurs to be outstanding in beauty, size, distinctiveness, and performance.

We do not advise waiting until next year, when bulblets may be available, to stock up on this variety. Even if bulblets should be priced at only \$5.00 each (and our price would be no lower than that set by this year's purchasers), they would still be not nearly as good an investment as a young No. 3 bulb this year at \$50.00, especially as little or no multiplication can be expected the first year from bulblets. It is always much more profitable to get in on a variety the first year, provided it is a sure thing, and we believe that there can be no question about *SOLVEIG* being just that.

To cite an illustration of the desirability of getting in on a top-notcher the first year: The variety *Picardy* looked very good to us last year at Des Moines, and we decided to "take a chance" on it. Fortunately it has turned out to be a fine performer, as well as being perhaps the most beautiful pink gladiolus in existence. Upon digging our crop of it this fall, we found that in spite of the customary annual drop in prices, the value of our stock of *Picardy* had increased over 600%. Since this glad is going to be in excellent demand, we anticipate actually realizing in this and coming years the above indicated profit on our original investment. There is doubtless still a profit to be made in buying *Picardy*, but not so much as there was the first year, when one had to "take a chance." The point is that some glads are so outstanding that the hazard involved in a first-year investment is negligible.

The moral of the above instance is just this: Don't let the depression induce you to delay investing in such a world-beater as SOLVEIG. Better times will unquestionably be here; so be prepared. Even if you buy only one, two, or three bulbs, if you take care to give them good culture, a profit of several hundred percent would seem inevitable — *provided you get in on it the first year.*

As we indicated in our advertisement in the November *Review*, we are guaranteeing not to undercut in future years, the prices set on SOLVEIG by the leading growers. This is not merely the ethical thing to do, but a matter of wisdom for any introducer of new sorts who hopes to remain in business. Any grower who desires it, may have the above guarantee in writing.

One thing more: Please do not ask us to part with planting stock or bulblets, or to make you a special price. While we are aware that one of the most important secrets of salesmanship lies in making everyone think he is getting an especially favorable deal, we also realize that we can't give a special deal to anyone without being relatively unfair to every other purchaser. Hence we are trying to treat everyone alike. Considering the small amount of stock in existence, and the figure at which many other glads have been introduced, \$50.00 is already a generously low price for SOLVEIG. It is certainly a \$100.00 glad if there ever was one.

Discerning buyers will recognize an outstanding opportunity in SOLVEIG at

\$50.00 each for No. 1, 2 or 3 bulbs

We shall send out only young, high-crowned stock that will insure good propagation.

SPECIAL NOTE TO GROWERS:

SOLVEIG is being made the subject of an advertising campaign in the flower magazines to the extent warranted by its own exceptional quality. Growers who invest in this variety will not need to advertise extensively themselves to move their stock.

As one of but two seedlings awarded the FIRST CLASS CERTIFICATE of the American Gladiolus Society since 1916, SOLVEIG is probably today the world's most famous glad. Good advertising, plus outstanding merit will make SOLVEIG the object of tremendous consumer demand for many years to come.